

ABSTRACT

Ranusa is a startup engaged in ready-to-eat meals featuring distinctive Nusantara flavors, with its main product being Ayam Pop Andaliman. Despite implementing marketing strategies and offering a unique taste, Ranusa has not been able to reach its monthly sales target of 241 units, with actual sales reaching only around 100 units per month. This situation raises questions regarding the factors influencing the low purchasing decisions of consumers towards Ranusa's products—whether it is due to high consumer awareness of halal aspects, perceptions of product quality, or pricing that is considered unsuitable.

This study aims to determine the influence of halal awareness, product quality, and price on consumer purchasing decisions for Ranusa's products. The goal is to provide a clear understanding of the dominant factors affecting consumer interest and to serve as a foundation for strategic business development decisions.

A quantitative approach was used in this study, applying the Partial Least Squares Structural Equation Modeling (PLS-SEM) method. Data were collected through questionnaires distributed to 100 respondents who were familiar with or had tried Ranusa's products. A 7-point Likert scale was used to measure the variables in this research.

The results show that price has the most significant influence on purchasing decisions, followed by halal awareness and product quality. This indicates that consumers primarily consider affordability and the value received as key factors in making purchasing decisions. High halal awareness also plays an important role, especially since Ranusa has not yet obtained official halal certification. Meanwhile, product quality also has an impact, though less significant than the other two variables.

This study provides practical contributions for Ranusa in formulating more effective marketing strategies, particularly by focusing on price adjustment, improving product quality, and expediting the halal certification process. Future research is encouraged to include additional variables such as brand trust, packaging, and digital promotion to gain a broader understanding of consumer behavior in the ready-to-eat food sector.

Keywords: purchasing decision, halal awareness, product quality, price.